

**CONTACT INFORMATION:**

Kerry O'Neill  
President and CEO  
Earth Markets, LLC  
[kerry@earthmarkets.com](mailto:kerry@earthmarkets.com)  
(203) 258-2550

**Testimony of Kerry O'Neill, President and CEO of Earth Markets, LLC  
Energy and Technology Committee Public Hearing March 10, 2009**

Good afternoon and thank you Representative Nardello and Senator Fonfara for the opportunity to address the Energy & Technology Committee. My name is Kerry O'Neill, President and CEO of Earth Markets, a Connecticut-based startup developing and financing residential energy efficiency using community-based marketing strategies combined with environmental markets and finance such as the Class III RPS.

**We strongly support House Bill No. 6635 "An Act Concerning Solar Power."**

It is a smart bill that paves the way for a truly sustainable solar industry in the state, covering all aspects of a healthy solar market – from residential to medium-sized all the way up to utility-scale solar – while providing Community Solar and state building solutions, as well.

Speaking from the residential perspective, where Earth Markets' business is focused, we see energy efficiency and renewable energy as integrally linked. Consumers often start with simple energy efficiency measures and see the economic benefits of their actions. But then, as they become more educated and move up the food chain of sustainable energy usage, many ultimately look for ways to produce their own clean energy and turn to solar. Our mission at Earth Markets is to help residents move up that food chain.

**CT needs to have a full complement of energy efficiency and renewable energy policies and incentives that support widespread adoption of clean energy technologies – from the lowliest compact fluorescent light bulb up to the sexiest solar panels.** The ultimate goal with this complement of policies and incentives is to support a move towards net-zero energy homes.

We are already seeing the negative impacts of an unstable funding environment for clean energy. Companies are closing offices in the state and laying off workers. Others are choosing to bypass CT and expand operations in neighboring states, particularly MA, NJ and NY. **We do not want to see CT become disadvantaged relative to its neighbors, who are aggressively developing their clean energy markets, and miss out on one of the greatest job growth engines of our generation.**

**Supporting this bill will help immediately stabilize the state's solar industry and provide a platform for sustainable growth. Furthermore, it will provide homeowners, businesses and municipalities with the economic benefits that come from installing solar, providing much-needed relief from the highest electric rates in the region.**

I thank you for your time today and the opportunity to address the members of this committee.